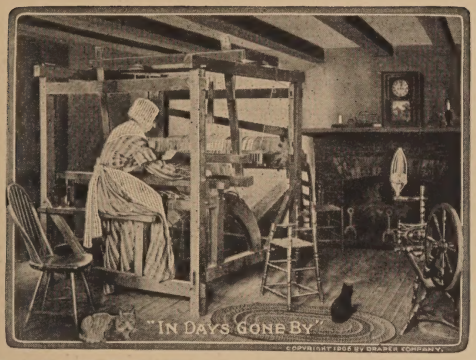
Reception Room

COTTON CHATS



DRAPER COMPANY

TRADE-MARK REG. U.S. PAT. OFF.

HOPEDALE, MASS.

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OLD LOOMS FOR NEW.

Our illustration on page four shows the remains of thousands of old common looms that we have replaced with new Northrop Automatic looms. This illustration is reproduced from a recent photograph of a section of our foundry yard.

With the hoped-for close of the European war and the return of millions of soldiers to private life there must be an industrial struggle on the part of manufacturing countries to regain lost business from the United States.

The following extracts from daily and trade papers show the view point of various writers:

1. With the disbanding of the armies and the reduction of the navies, leaving only the required police forces, all Europe will go to work. The millions of fighting men will be restored to the industries and the arts where they belong. Then will come the great problem of the United States. This country surely has an invasion to fear—but it is an invasion of goods and not of armed men; of freight ships, not of war ships.

2. The belligerents, within a year of peace, will have disbanded their excess armies and liberated from twelve to twenty millions of men who have been held under arms and kept from productive labor. This army will enter the fields of employment and their productivity will become a

factor in world trade. The competition created by their efforts will be felt most keenly in the United States.

3. When peace comes the natural inclination of all the warring factors will be to recover the gold and securities which have been sent to our shores. This can only be done on a trade basis which will intensify competition from Europe in seeking markets in our ports. We must plan to protect ourselves against these unusual circumstances.

4. Drastic laws are certain to be passed by all of the belligerents on the matter of immigration. The heavy losses entailed by the men killed in action and those who died as a result of their wounds, and the millions of able bodied men who will have been maimed because of the war, will reduce the potential working power of all of the nations involved. They will be loath to allow able bodied men who return from the armies and navies or who are now in the mass of non-combatants, representing the "stay at homes," to desert their native soil when the slow process of recuperation begins.

5. Throughout the country, and especially in the East and the West, there is a shortage of labor which is already beginning to seriously tell in many lines of industry.

6. Comparatively few of the industrial plants of Europe have suffered physical hurt from the war. Given men to perform the work, capital to work with, and these establishments will soon be producing their wares at as high a rate as prevailed in the midst of peace.

When the war has ended the owners of these industries will be prepared to accept lower returns on their investments, if only because they must do so in order to recover lost trade. The workmen will be disorganized. They will be under the pressure of necessity. Wages are likely to be lower, at least in continental Europe. The day's work will possibly be longer. With desires more modest among producers and with material reductions in the cost of manufacturing goods, the European industries can re-enter the world's markets with every faith of capturing them.

7. The Government has ordered the mobilization of about 150,000 men for duty on the Mexican border. The men responding to the call are, according to the manufacturers temporarily losing their services, perhaps the most desirable in their employ from a point of efficiency as well as faithfulness.

One hundred and fifty thousand soldiers means just that number less workers to man the factories and mills, a factor which must be considered.

8. There are many interesting features in the comparison of common and automatic looms. When it is considered that foreign manufacturers never apportion more than four common looms to a weaver and domestic manufacturers apportion anywhere from six to ten common looms, the advantage can be seen where the automatic looms replace the common looms. Regardless of what anyone says to the contrary, the cost of production on any kind of cloth made on automatic looms is radically lower than any foreign goods where plain looms are used.

9. That the textile business is facing a very serious problem is not generally recognized; nevertheless the problem will require not only careful handling, but the installation of every up-to-date appliance if it is to be solved to the best advantage. At any other period in the history of the country some other stand might have been taken, but the general conditions point so plainly to one development that it cannot be overlooked and must be considered if production is to be kept up and markets are to be held.

10. If automatic looms were not employed in large numbers, there would be fully 25 per cent. of the machinery in cotton mills standing idle today, not because the product could not be sold, but almost entirely because a sufficient supply of operatives could not be obtained. It would seem as if operatives would realize the developments and would make every effort to get out a large production, at least as large a production as in the past, when the wages were much lower.

OLD LOOMS FOR NEW